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CM331  
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## Omni-Channel Campaign Assignment

### Part 1: Creative Brief

#### **Crypton Future Media: *Vocaloid***

*Vocaloid* is a singing synthesizer software developed by Crypton Future Media and released in 2004. Through synthesizing technology with pre-recorded vocals of singers, users can type in lyrics and melody to allow the vocaloid to sing however they want. *Vocaloid* is a software, but it also refers to the virtual “singers” themselves. Since there are 108 voicebanks, there are 108 vocaloids, or virtual singers with persona. More than 500,000 songs have been made through *Vocaloid*; the most famous vocaloid, Hatsune Miku, performs sold-out worldwide concerts every year since 2007. In fact, many vocaloid music producers have become professional music producers after posting songs sung by vocaloids on online platforms.

#### **Campaign: *Vocaloid Beats***

*Vocaloid Beats* is an online music production contest celebrating the 15th year anniversary of *Vocaloid*. The aim of the contest is to award talented American music students the software they deserve to have. Contestants may go to the official *Vocaloid* English website to submit their song. There will be 5 winners by the end of the contest; all of them will win the Premium VOCALOID5 software with an addition of 3 add-on voicebanks. Moreover, one of the five winners will be invited to the biggest Vocaloid tour in the U.S., *Hatsune Miku Expo 2019*, and have their song become an official Vocaloid song to be performed in the tour, which includes live concerts that will be held in Los Angeles, San Jose, Dallas, Austin, Washington, and New York. In addition, a dance choreography made by dancers and a music video made by artists and videomakers in the community will be uploaded on Youtube.

Each contestant will submit one song that fits one of the five themes in the contest. The judges of each theme are well-known music producers in the Vocaloid community including Mitchie M, Giga, Kenshi Yonezu, Crusher, and Kurousa. Lady Gaga, who had Hatsune Miku open her world tour in 2014, will choose one final winner from the five winners of each theme. The song must be created within three months, and the contestant will post 3 times on Twitter to update their progress under the hashtag *#VocaloidBeats*. The song must be between 2-5 minutes and 100 submissions are allowed for each theme. The submission deadline is January 4th, 2019, but submissions will close after 100 submissions is reached respectively for each theme. Each contestant may only submit once in this contest.

#### **Business challenge**

Although *Vocaloid* is the most well-known singing synthesizer in the world and Vocaloids have held over 90 concerts in Asia, Europe, and America, it is seen as a niche subculture. In other words, *Vocaloid* needs to become more mainstream than it is now in order to become a

truly international and reputable software. By emphasizing the benefits of using vocaloid to create music, music students and aspiring music producers no longer need to find a vocalist for personal music production. Anyone who has a computer and the software can create any music they want with a wide vocal range and voice tones that vocaloids can offer. Therefore, *Vocaloid Beats* will be a good opportunity to promote *Vocaloid* to people outside of the *Vocaloid* community.

### **Target audience definition**

The target audience are American music students between the age of 18 to 25. They are enrolled in a music institution and have the skills to create their own songs. They are young, experimental, open-minded, and love to try out new things. They are also hardworking and determined as they constantly work on personal projects during school. They may have heard of vocaloids before but never got the chance to use the software or are Vocaloid fans who have yet to try the software. They may not be a vocalist that is ideal for the song they want to make, and are willing to go out of their comfort zone to enter this nation-wide contest and have the chance to gain reputation for their music both in their home country and in Japan, as well as in the online Vocaloid community which includes people from all over the world. They follow the music industry, listen to all kinds of music genres, and are open to foreign music. They follow musicians, pop stars, and indie artists on social media platforms such as Twitter, Instagram, and Soundcloud. Since the contest will be promoted by Lady Gaga, many competitive and talented music students will join Vocaloid Beats.

### **Features and Benefits**

- **#1:** Gain reputation as a worldwide known artist instantly.

Joining Vocal Beats implies that one will have the chance to be chosen by a Japanese music producer and Lady Gaga. If the contestant becomes the final winner, hundreds of thousands of people will hear his song at Hatsune Miku Expo 2019. This means that potentially even more people will be able to listen to his song.

- **#2:** Win the Premium VOCALOID5 software with three add-on voicebanks.

With VOCALOID5, users can use more human voices, including additional styles and effects. He may also choose 3 out of the 65 add-on voice banks.

- **#3:** Have Lady Gaga and other Japanese reputable artists make personalized commentary on your work.

The contestant will be able to know what aspects of his music he can improve on as well as what his strengths and weaknesses are.

- **#4:** Be invited to Hatsune Miku Expo 2019 concerts.

After creating the song, the contestant may join one of the Hatsune Miku concerts in the U.S. and have fun.

- **#5:** The final winner will have professional choreographers, videomaker, and artists create a music video for the song.

As the music video will be uploaded to Youtube, this means that the winner will potentially gain followers from all over the world.

### **Campaign goal**

To increase the official vocaloid website visits by 30%

### **Part 2: Search Engine Marketing Keyword Research**

- **5 one to two word terms**
  - Vocaloid
  - Lady Gaga
  - Vocaloid Beats
  - Music contest
  - Vocaloid download
- **5 two to three word terms**
  - Vocaloid songs
  - What is vocaloid
  - Online music contest
  - Best vocal synthesizer
  - Who is hatsune Miku
- **5 four to five word terms**
  - Lady gaga music contest
  - Is vocaloid an anime
  - What is vocaloid beats
  - Lady Gaga and vocaloid beats
  - Lady Gaga and Hatsune Miku

## Part 3: Social media Outreach

### Twitter

#### Post 1:

**Vocaloid -VOCALOID5 @vocaloid\_yamaha**

#VocaloidBeats #VOCALOID5 Vocaloid Beats is an online music contest that encourages aspiring music producers in the U.S. to create songs using the best singing synthesizer software, Vocaloid, and become a Vocaloid music producer! Visit <https://www.vocaloid.com/en/> for more information.

#### Post 2:

**Vocaloid -VOCALOID5 @vocaloid\_yamaha**

The third judge of Vocaloid Beats is confirmed! Check out Kenshi Yonezu (a.k.a. hachi-P), a musician, singer songwriter, record producer, and illustrator who began releasing Vocaloid music since 2009! [@hachi\\_08](#) [#VocaloidBeats](#) [#VOCALOID5](#)



#### Post 3:

**Vocaloid -VOCALOID5 @vocaloid\_yamaha**

Only 21 days left until Vocaloid Beats ends! Be sure to get your song submitted before the deadline at <https://www.vocaloid.com/en/> [#Countdown](#) [#VocaloidBeats](#) [#VOCALOID5](#)

距初音未来中国计划开启

还剩 21 天



初音未来  
HATSUNE MIKU



总代理  
新创华  
www.scla.com.cn

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## Instagram

### Post 1:



vocaloid\_yamaha • Follow

Join Vocaloid Beats and have your song be performed at Hatsune Miku Expo 2019 @mikuexpo @cfm\_miku\_en in the U.S.! Become an official vocaloid music producer! #VocaloidBeats #HatsuneMikuExpo

### Post 2:



vocaloid\_yamaha • Follow

Join Vocaloid Beats and win VOCALOID5 Premium, the best singing synthesizer software, as well as 3 add-on voicebanks! Visit <https://www.vocaloid.com/en/> for more information. #VocaloidBeats #VOCALOID5

**Post 3:**



vocaloid\_yamaha • Follow

The final judge of Vocaloid Beats has been confirmed! @ladygaga  
Submit your song to <https://www.vocaloid.com/en/> by January 4th 2019! #VocaloidBeats #Contest #MusicContest #LadyGaga

## Part 4: Landing Page

VOCALOID™

# Join Vocaloid Beats!

Get the chance to have your song judged by Lady Gaga and have your song be performed at the largest Vocaloid concerts in the Summer of 2019!

(A slideshow at the top of the website):







~ Celebrating *Vocaloid's* 15th Year Anniversary ~

## What is Vocaloid?

VOCALOID is a singing synthesizer software developed by Crypton Future Media and released in 2004. Through synthesizing technology with pre-recorded

vocals of singers, users can type in lyrics and melody to allow the vocaloid to sing however they want.

While Vocaloid is a software, it also refers to the virtual “singers” themselves. Since there are 108 voicebanks, there are 108 vocaloids, or virtual singers with persona.

More than 500,000 songs have been made through VOCALOID; the most famous vocaloid, Hatsune Miku, performs sold-out worldwide concerts every year since 2007 along with other vocaloids in her concerts.

## What is Vocaloid Beats?

Vocaloid Beats is an online music contest celebrating the 15th year anniversary of Vocaloid. The aim of the contest is to give talented and unrecognized artist a chance to show off their work to the Vocaloid community. Judges include **Lady Gaga, Mitchie M., Giga-P, Kenshi Yonezu, Crusher, and Kurousa-P.**

There will be 5 themes in which one winner will be selected from each theme respectively by **Mitchie M., Giga-P, Kenshi Yonezu, Crusher, and Kurousa-P.** The final winner, which will be chosen from the five, will be selected by **Lady Gaga** and will become the final winner of Vocaloid Beats.

## Why should you Join?

1. To gain reputation as a worldwide known artist instantly; hundreds of thousands of people will hear your song at [Hatsune Miku Expo 2019](#).
2. Win the [Premium VOCALOID5](#) software with three add-on voicebanks. All 5 winner will get this prize.
3. Have Lady Gaga and other Japanese reputable artists make personalized commentary on your work.
4. Have professional choreographers, videomakers, and artists create a music video for your song. During the concert, professional musicians and your chosen vocaloid singer will perform the song.
5. Get free tickets for the Hatsune Miku Expo 2019 concerts.

Submission deadline: January 4th, 2019

Click here to see the [rules](#) and [submission requirements](#).

### **Hear What Vocaloid Music Producers Have to Say...**

“With Vocaloid, anyone with knowledge of the software can make music and even make money off of it.”

— **Mitchie M.**

“I started as making Vocaloid music when I was 18, and today I’m a professional singer-songwriter and music producer.”

— **Kenshi Yonezu**

“Vocaloid to me is the ultimate indie music. Anyone can join the Vocaloid community and create literally any kind of music they want.”

— **Kurousa-P**

## **Submit Your Song**